



WTIC-TV

ORDER

Print Date 10/30/12 Page 1 of 3

Flight Dates 10/31/12-11/06/12

Contract / Revision 402824 /

Original Date / Revision
10/30/12 10/30/12

Advertiser Independence USA Pac

Agency Mentzer Media Services Inc

Buying Contact Tammie Wingrove

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
INDEPENDENCE PAC USA

Agency Com 15%

Billing Contact
600 Fairmont Ave
Suite 306
Towson, MD 21286Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 38

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 25% Market Value 337500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	25%	84375
4WVIT	25%	84375
5WTNH	25%	84375
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	78	\$71,718.75	\$84,375.00	0.00	10/29/12	11/06/12	78	\$71,718.75	\$84,375.00
Totals	78	\$71,718.75	\$84,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	61	10/31/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-- WTF--	:30	6	\$400.00	02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
N 2	61	10/31/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-- WTF--	:30	6	\$400.00	02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
N 3	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-- WTF--	:30	6	\$350.00	02	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$350.00		0.00					
N 4	61	10/31/12	10/31/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 1----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- 1----		1		\$425.00		0.00					
N 5	61	11/01/12	11/02/12		CM	4p-5p	--- 22--	:30	4	\$425.00	02	0.00	NM	4	\$1,700.00



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Contract / Revision **402824** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Independence USA Pac** Product **INDEPENDENCE PAC USA** Estimate # **38**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4p-5pm											
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---22--	4		\$425.00		0.00						
N 6	61	10/31/12	11/02/12	M-F 7p-730p	CM	7p-730p	--222--	:30	6	\$1,000.00	02	0.00	NM	6	\$6,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--222--	6		\$1,000.00		0.00						
N 7	61	10/31/12	11/02/12	M-F 730p-8p	CM	730p-8p	--222--	:30	6	\$1,300.00	02	0.00	NM	6	\$7,800.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--222--	6		\$1,300.00		0.00						
N 8	61	10/31/12	11/02/12	M-F News at Ten	CM	10p-11p	--111--	:30	3	\$1,800.00	02	0.00	NM	3	\$5,400.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$1,800.00		0.00						
N 9	61	10/31/12	11/02/12	M-F News at 11pm	CM	11p-1135p	--222--	:30	6	\$550.00	02	0.00	NM	6	\$3,300.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--222--	6		\$550.00		0.00						
N 10	61	10/31/12	10/31/12	Wed Prime Rotator	CM	8p-10p	--2----	:30	2	\$6,000.00	02	0.00	NM	2	\$12,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--2----	2		\$6,000.00		0.00						
N 11	61	11/01/12	11/01/12	Thur Prime Rotator	CM	8p-10p	---2---	:30	2	\$6,000.00	02	0.00	NM	2	\$12,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---2---	2		\$6,000.00		0.00						
N 12	61	11/03/12	11/03/12	Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2-	2		\$1,300.00		0.00						
N 13	61	11/04/12	11/04/12	Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,500.00	02	0.00	NM	2	\$3,000.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2	2		\$1,500.00		0.00						
N 14	61	11/04/12	11/04/12	Su 11p-1130p	CM	11p-1130p	-----2	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00
				Sun 11p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2	2		\$550.00		0.00						
N 15	61	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a	3-----	:30	3	\$400.00	02	0.00	NM	3	\$1,200.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	3-----	3		\$400.00		0.00						
N 16	61	11/06/12	11/06/12	M-F 6a-7a	CM	6a-7a	-2-----	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-2-----	2		\$400.00		0.00						
N 17	61	11/05/12	11/06/12	M-F 7a-8a	CM	7a-8a	22-----	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **402824** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Independence USA Pac** Product **INDEPENDENCE PAC USA** Estimate # **38**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N17	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	22-----	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$400.00		0.00			
N18	61	11/05/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	22-----	:30	4	\$350.00	02	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$350.00		0.00			
N19	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$425.00	02	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$425.00		0.00			
N20	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	2-----	:30	2	\$1,000.00	02	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$1,000.00		0.00			
N21	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	2-----	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$1,300.00		0.00			
N22	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$1,800.00		0.00			
N23	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	2-----	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----					2	\$550.00		0.00			
N24	61	11/05/12	11/05/12	Mon Prime A Bones	CM	8p-9p	1-----	:30	1	\$7,000.00	02	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$7,000.00		0.00			
Totals														78	\$84,375.00